

Adam Gilad's

21 Laws of Boldness

We are here briefly on Earth.

And only a few things in life are guaranteed. As Bold badass, Ben Franklin said, death and taxes are two of them.

A third is "failure."

And it's how you frame failure that will make all the difference to how free you will be.

How free to succeed. How free to learn. How free to make your mark and achieve your dreams. How free to meet and enjoy women, which, in my book, is one of the most exquisite pleasures we get to experience while we are alive.

And how to just fucking stop and be free to be. To do nothing. To strive for nothing. To just breathe the moment and love it.

*To be Bold is to be free of all expectations
– including your own.*

As you move forward in time, you either "fail up" and "succeed up" -and move into new and exhilarating phases of your life.

Or you "fail down" and "succeed down" – contract, get depressed, take what just happened "personally," (which is another way of saying you imprison your identity and extraordinary capacity in the birdcage of your smallest ego self).

By the time you reach the end of this book, you will be shaken free of the emotional pull of either failure or success. Indeed, if you really read closely, you will be shaken from the dense gravity of what you have habitually thought is "you."

And “you” (whatever that means) will be emboldened to live far more free than you ever have before.

If you are to make something bold of this life, *you will take risks*. You will think you have “won” and that something is “over.” You will fall on your face. You will get up. You will laugh. And you will set your eyes on the next horizon and hump your way there. Or maybe you won’t. Maybe you’ll sit in wonder, and experience a moment of expansive and perfect bliss.

And then it will be gone.

But the important thing, is that you will be free to live your vision of how you want to live your life – in the moment.

If you do this, you will continue to astonish people, magnetize women – and experience delight and exhilaration.

To quote another Bold badass:

“Security is mostly a superstition. It does not exist in nature, nor do the children of men as a whole experience it. Avoiding danger is no safer in the long run than outright exposure. Life is either a daring adventure, or nothing.”

- Helen Keller

Several years ago, I began a long process of reinventing myself when I become single after 17 years of marriage. What seemed like the ultimate failure – “losing my family” as I saw it then, was actually a glorious rebirth.

It took me a little while to really grok just what an enormous gift I had been handed by life. For the first time as an adult, I could create my days and nights in the form that I had dreamed of for so long: free, bold, adventurous, self-directed – and responsible to no one but myself.

Well, not quite.

Becoming the “self” that I loved being has always been informed by my desire to become a man that my two young sons would admire, model and use to launch their own unique, free bold adventures in life.

What it means to be an *bold, free, happy man* became the focus of my personal and professional life.

Through hard work, aligning myself with profound (and kickass) teachers, and experimenting with and learning from hundreds of women, I found that I had developed something of an expertise on the dynamics of attraction, devotion, sexual connection and what love and purpose and creativity can be.

And, over the past few years, I have been teaching both men and women what I have learned from this process.

Tens of thousands of men now read my teachings about women, and in this document, you are receiving a distillation of with you possibly the most important quality that will make you successful with women that I have to share with you.

Boldness.

I want you to read it. I want you to find inspiration in it. I want you to be motivated to ACT in service of your highest vision of your life – *as you dare to see it in the moment.*

Women are hard-wired to be turned on and allured to Boldness. Some researchers call this “The Bravery Effect,” and it is more attractive even than kindness (which, don’t fool yourself, for a woman, is pretty damned attractive).

But women are just a reward for a greater prize.

Boldness is the quality you cultivate that most sets you free in this life.

Boldness is the quality that allows you to shed your doubts, your hesitations, your ego, your shame, your hesitancy and your smallness.

Boldness is the quality that allows you to pursue your highest goals, your unique passions and talents and qualities and your most fully self-expressed – and, as it happens, most sexually magnetic – self.

I'm with Helen Keller about life being a daring adventure or nothing - and I apologize to her for all those Helen Keller jokes I told when I was a kid, but fuck, they were funny.

What you find below is what I've learned about how to make life a daring adventure, come hell or high-water, come resistance or "testing," failure, success, fear or frustration.

There are 21 Laws here -- your new touchstones for your own unique daring adventure...

Feel free to break them.

To Your Bold Life,

Adam

1: Boldly Face Your "Self"

The Oracle at Delphi said it clearly: "Know Thyself."

Carl Sandburg, the sage and poet, wrote in a poem dedicated to his own son...

*Tell him to be alone often and get at himself
And above all tell himself no lies about himself
Whatever the white lies and protective fronts
He may use amongst other people....*

"What Shall He Tell That Son?"

We all put up fronts to succeed in this world. To women. To colleagues. To family. To our own children.

Slowly, as we feel safer, we will let these “white lies” slip away.

But, as he advises – tell no lies to yourself about yourself.

If you delude yourself, you will not grow. If you do not STUDY YOUR MIND - your reactions, your reactivity, your triggers – you will get caught in a hamster wheel of outward blaming, shaming, aversions and attachments.

You will not see the world clearly, because it will always only be a carnival-house mirror reflection of your own neuroses. That guy Jesus (the 1st Century Rabbi, not one of those outfielders) said it: “the thief thinks every man steals.”

Until you truly make your chattering mind and your emotional reactions the core of your fiercest impartial curiosity, you will live in a delusional hall of mirrors.

You will not know yourself. You will never know others. And you will miss this whole game.

I hate sitting down to meditate, but I always benefit from the damned thing. I have tried many systems, but I have learned most from Vipassana meditation, because it is so simple, and so uncluttered by local or national or organizational rules or customs.

It's simple. Bring your attention to your breath – in, out, in, out. The fun part is that now, as you try not to, you get to watch that madhouse movie screen of images, thoughts, fantasies, fears and insanity that your brain produces every micro-second. You get to see what a frantic, hyper-creative jumble your brain actually is! You watch a few seconds, then bring your mind back to breath. Movie! Back to breath. Squirrel! Back to breath. And so it goes on... and on... and on...

Slowly detaching your “I” from your cranial grindhouse cinema show is a game changer in life.

It gives you distance from your “thoughts.” They are not, you finally discover, “you.”* And you chill out about defending them.

It ain't easy.

It's a painful process, because you have spent all of your life thinking your thoughts define you. It's like daring to shed layers of protective furs an armor and standing naked in what seems like an intolerable atmosphere.

But it is freedom.

And you actually discover that it's pretty nice out here.

Come on out.

("you" are actually infinite open consciousness, but that's for the last chapter)*

2: Boldly Self-Challenge

"Everybody is fighting something"

- Renzo Gracie

Every day you wake up. That's a gift that you get, unearned and free. You get to be alive. Congratulations.

But here's the difference...

You can wake up once in the morning and be a sloth, shoving processed crappy food into your face, consuming crap television and blustering propaganda and never feel your true heart – or the heart of anyone you meet.

Bold living means waking up not once every day, but as often as possible every day.

Bold living means you do not fall asleep. You do not fall asleep to what is occurring within you and around you.

It means resisting the temptation to planting your ass in the comfy couch of life and watching the parade pass you by.

It means you create your own parade.

*“Do not go gently into that good night
Rage, Rage against the dying of the light”*

I love this poem by Dylan Thomas, although for our purposes, I would say ...

“Awaken! Awaken! against the dying of the light.”

Or...

“Challenge yourself against the dying of the light.”

You are the child of untellable generations of warriors! Your body has evolved to move, not sit. Your mind has evolved to figure things the fuck out, not accept things as they are.

You are a beast of curiosity and achievement – not a sheep.

Frank Shamrock was one of early superstars of MMA. The first time he faced his teacher’s teacher, he got thrashed. He laughs about the memory...

“It never bothered me to lose like that. If I didn’t try hard enough, or screwed around, or was out of shape... those losses really bug me. If somebody kicks my ass – that was all you, dude. I have tremendous respect for them. Truthfully, that’s kind of hat I’m looking for, someone who can do that and push me.”

Seek challenge.

Peter Diamandis, genius, creator of the X-Prize and warrior of bold achievement says it in his “Creed for The Persistent and Passionate Mind”...

“When faced without a challenge... make one!”

Challenging yourself wakes you up while tests and grows your capacities. It keeps you from falling asleep at the wheel of your life and settling into sloth and passivity. Women are irresistibly allured to a man who challenges himself, who pushes his edges.

Champions, avatars of the Boldness Code rarely let up. Thirty years after his only loss on the mat, Gold medalist Dan Gable – the greatest wrestler in history – still rolls that one loss over in his mind...

“I’ve been disappointed in my athletic career by a few things. Beyond losing that Owings match, I was always somewhat disappointed in the way I won the world championships and the Olympic games. Even though I was unscored on, in the last two minutes of that match I coasted... As a coach I don’t preach that. I always say when you get up (in points), build-build-build your lead.”

Challenge yourself to be smarter. Learn new skills that are hard to learn that grows you. Challenge every received belief your parents or culture or teachers gave you. Test. Experiment. Do not accept that who you were 10 years ago or yesterday is who you are today. Challenge everything and seek truth as it unfolds before you. *Burn* for truth – but don’t fool yourself that you are so wise when you think you’ve found it. For that is the foundry for fools and tyrants. Keep burning.

Challenge yourself to be healthier and more vital (hit the weights, do yoga which is way harder than it looks!, box, do martial arts, sign up for Tough Mudder or Iron Man – challenge yourself! And for godsakes, stop quelling your fears by carbing out on processed foods. They are poison to your warrior self)

Emotionally, spiritually, financially, socially – all of it. Challenge what you’ve been. It’s the only way to see what you can become!

Jiu Jitsu master Renzo Gracie says “everybody is fighting something.”

To be bold, choose what you are fighting.

Choose a worthy opponent.

The most worthy, of course, is that part of you that you most want to hone and bring to excellence.

3: Boldly Re-Claim Your Sovereignty From Others' Opinions

“Man is free, and that is his anguish”

Sartre said that the opening of one of his Existentialist tomes.

And yeah, he's right, if you look at it one way.

It's an idea that was explored just a couple of years ago in the book, *The Paradox of Choice*, – when you are faced with multiple choices, you usually choose none. He shows that choice overload ruins satisfaction. How it can make you question the decisions you make before you even make them, set you up for inflated expectations, and can make you blame yourself for all failures. Too much freedom, too much choice and you go into “analysis paralysis,” anxiety, stress and depression

This is why so many people retreat into restrictive sub-cultures, the “security” of fundamentalist religion, dogmatic politics, dictatorial gurus and father and mother figures (e.g. some spouses and bosses).

To live free from others' opinions is not an easy task, because we are still tribal creatures. Our survival has traditionally been dependent on social acceptance in our tribe, or community.

This is the most natural process for our species as can be: as young cubs, we want to fit in. To win the approval of our tougher elders and soon gain the approval of the females. But as we pass from “apprentice” phase of young manhood into actual, self-expressed and sovereign manhood – this desire to win the approval of others diminishes you and *diminishes your attractiveness to women*. It makes you less trustable.

Centuries have passed. Technology frees you. Times have changed. Today, you get to create your own tribe. You get to choose the people in your life who not only reflect what you value* but also those who raise you up to fully express your unique self.

If you are reading me, here, then you and I share the same tribe: a tribe of men who are fucking serious about living an extraordinary and bold life, who love women and who take excellence seriously.

It's the same with information as it is with the people in your life – garbage in, garbage out. Opinions, as the saying goes, are like assholes – everybody has one. But you do not have to accept the opinions of anyone who tells you what you should be, what you should learn, who you should date, how you should behave.

Choose your teachers carefully. And remember – everyone you meet and invest the precious moments of your life in is your teacher.

The more you seek validation from your core as a man, the stronger, more confident and more free you become.

Free means that you own 100% of your emotional reality. Here is a re-frame that, absorbed and applied can utterly free your emotional life:

Other than physically injuring you, people can do things “at” you but they cannot do things “to” you. You are 100% responsible for all emotional pain in your life.”

Eleanor Roosevelt put it this way:

“No one can make you feel inferior without your consent”
- Eleanor Roosevelt

It's all you, baby.

100%.

Here's your practice:

Grow ever more aware of how and when you seek validation from others. Note it. Don't judge yourself for it. Just be aware of it. And slowly pause before you do it again.

*(*I use the word value rather than believe, just as I use "working hypothesis" rather than "belief." Beliefs are ego traps. They put you to sleep. Keep everything open to testing. Stay a research scientist of wonder. It keeps you awake and on your edge.)*

4. Boldly Experiment and Fail

Fail early. Fail often. Fail with gusto.

Welcome failure.

Because the truth is, there is no "failure" if you use everything to learn. There is only the journey and the end of the journey.

As I said in the introduction, you choose to either fail up or fail down. What's a successful entrepreneur? Someone who has failed over and over except this last time!

My own father gave me the wisdom he learned as an infantryman in WWII: If you want to get laid, ask 100 girls. 99 may slap you in the face, but the hundredth? Ahhhhh, the hundredth.

But let's take that piece of common folk wisdom and let's take your life more seriously than that...

But why bother failing at just getting laid?

Why fail asking out Mrs. Shrek, her bottom glopping over the tool at the end of the bar? Fail asking out that supermodel you've been eyeing for 15 minutes, frozen with fear! Fail asking out that profound yoga teacher who is all heart, depth, generosity of spirit and feminine beauty.

Fail, but fail at great ventures!

Fail trying to start your own business. Fail writing to 1000 women online, sharpening your skills as you go. Fail talking to women at every opportunity, bringing more and more joy, lightness, sharpness, boldness and fun as you go.

Talent gets you down the road. But if you have read “Talent is Overrated” or “Outliers” then you have learned that every master of every field – from The Beatles to John Coltrane to Steve Jobs to you – succeeds only after 10,000 hours or so of devotion to a goal. Try, fail, learn, fail.... Try, learn, fail... and rise.

If you don’t aim high, you’ll never rise to the heights.

A good parent always looks for “teachable moments” for his child. A bold man always looks for “teachable moments” for himself – and nothing teaches you like “failure.”

Welcome those failures like the bamboo-whacks of a Zen Master. They wake you up and keep you on the path.

One final sub-law: toss out the idea of your “comfort zone.” Most people’s comfort zones are hornet-nests of discomfort – you feel small, unchallenged, timid, unexpressed, unmanly, sleepy and fearful. Your comfort zone is nothing but a “familiar zone.” Get out.

Listen – there are two types of learners. Josh Waitzkin – the chess genius who the movie “Searching for Bobby Fischer” was based on, has gone on to an astonishing adulthood of martial arts greatness, and mastery of accelerated learning.

He talks, in his book, The Art of Learning, about two types of chess students he has taught: “entity” kids vs. “incremental” kids, who believe their skill is learned step by step, by dint of hard work.

Entity kids believe their skill is purely inborn, a natural gift. When they get shaken (he would test this by giving them impossible problems), their play would falter.

But when incremental kids hit a wall, they just dig in deeper. They don't give up. They persist and persist.

It's the same in boxing, where there is a saying, "frustrate a puncher and he'll fall apart." That's the guy who has the big punch and has always relied on it. He's got no back up.

Champions – those who live boldly and achieve their goals – are people who accept, internalize and understand defeat.

Don't worry about the "entity" you think you are and the image of yourself you think you have to protect.

This is an incremental journey.

Stay on the path wherever it is you want to go.

5. Boldly Accept Others For Who They Are and Where They Are on Their Journey

I will say this to you often: there are two types of anger.

There is "sacred" anger – which motivates you to fight for the oppressed, the weak, those who need help.

Then there is bullshit anger of the un-evolved man – who is pissed off like a 2 year old that the world isn't offering itself to him the way he wants.

He wants. And he wants selfishly.

Unsacred Anger is sadness transmogrified by ego into a weapon. It is you, screaming and bitching that the world should be different.

Work with it. But don't just get angry at it to soothe your sense of failure and draw attention to yourself.

Don't fight the flow. Don't struggle against people or situations you can't control. Move effortlessly in a different direction. This is the wisdom of the Tao. Be Bold enough to realize when you should ride the horse in the direction in which it is going.

Bold men read people accurately because they pierce through their own ego needs, so they can see right through into the deeper truth of others (See Law #16)

Bold men aren't reckless with others. They don't destroy others. That is cowardly.

And one of the biggest ways that men are cowards is to try to deny the uniqueness of others rather than navigate the uniqueness of others – so that he can make his own – one hopes, enlightened – will, felt in the world.

Don Miguel Ruiz is best known for his book, The Four Agreements – and that's a great book for being a man of integrity. Read it.

But in his lesser known book, The Mastery of Love, he gives a crystal clear description of what I consider the boldest way of being vs. the most cowardly and monstrous way of being.

In his tradition, it is understood (as it was in Gnostic and Vedic traditions) that we live in a veil of illusion. In this case, they language it like this: we are all dreamers of our own individual dreams. There is no objective reality that we all experience, because, in truth, we create reality in our minds, determined by our unique genetics, upbringing, schooling, exposure to media, role models, traumas, etc.

So we all experience the world differently.

We are each... dreamers.

Then there is another type of person. His tradition calls them “predators.”

Predators don’t allow others to be dreamers. Predators need to control other people’s dreams, mostly because they are too insecure to live with the acceptance of others as equal or opposing beings. They are like omnivorous infants who know only “I”. And need to obliterate others’ dreams to assure that their own is safe and real.

These people start as bullies and become dictators. They build North Koreas and churches. They need to control others’ thoughts.

My definition of being Bold means that you are consistently *freeing* yourself. Free to act as a sovereign agent.

If you cannot free yourself from entangling your “ego” with other people’s egos, you are not free.

This is why the Bold man is always curious. Always probing. Always light on his feet, ready to adapt and to play with what appears before him.

As a bold man, living boldly, you are charting your own course, based on what you learn experience and value as you.

Do not try to control other people’s thoughts. Allow that they are dreamers of their own dreams and stay curious as to why they are as they are.

When you meet women, the more “reality” you grant them, the more they will be felt and seen and valued – even if you don’t particularly value their worldview or choices.

Sure, teasing others is fun and it is sexy. But stop before you waste your life energy on criticizing others.

True leaders see the best in everyone and help cultivate it forward. They don’t get their little egos caught up in annoyances.

One of my favorite teachers is Vipassana master and PhD psychologist Jack Kornfield. He is once of the most rigorously compassionate and deeply feeling people I have ever encountered, tempered like a sword through years of practice, both in sessions with patients and in the forests of Thailand.

He tells the story about the man who was on a subway being totally annoyed a dad across the car from him. The dad was just looking at the ground while his three kids were running around like the little monsters kids can be, screaming and laughing and playing and banging into things.

Finally, the man could take it no more and yelled at the dad, saying, "What kind of dad are you, allowing your kids to bother everyone like this!"

The father slowly lifted his head and with blank eyes apologized, "Oh... I'm sorry. We're just coming home from their mother's funeral..."

You don't know what's going on inside others' hearts. That woman who rejects you? Maybe you remind her of a man who molested her, by no fault of your own. Maybe you're Hispanic and her last Hispanic boyfriend cheated on her and she's carrying her own emotional load. Has nothing to do with you.

The Bold Man knows we are all on a journey. That we are all imperfect. We don't get angry at others for being different than we are, for being "less" or "more" than we are.

The Bold Man has taken time to understand that we are all born differently, with different skills and inclinations. Some of us (using the Jungian breakdown are creators, some are supporters, some are technicians and some executors. That's why some of us become writers, some nurses, some engineers, some factory workers.

There is no better or worse.

The Bold man doesn't waste his time on judging others.

He is too busy acting on his own vision of what life he wants to create.

And he's kicking ass, doing it.

6. Boldly Listen

Most men listen to women with their own brains whirring, trying to think of what to say next. Not only will you miss what she's saying, you may also miss those crucial spaces between words, or facial expressions that are the clue to their souls.

I have picked up profound levels of hope and ambition, of pain and regret, of desire and lust – not in what women say to me – but in how they say it. To boldly listen means you temporarily dissolve your own needs and judgments – and literally try to “feel” her feelings. Where she is coming from. What she is sensing in her body as she speaks. Truly try to “know” her (which, remember, is the biblical word for the deepest intimacy there is).

Be more engaged than engaging. Show your sincere interest in others. Use the word “you” more than “I.” Listen intently and reflect back to others who they are.

So many men feel as if they have to “make an impression” on a woman by talking circles around them. And it's ironic, because women crave being heard! It all reminds me of the story about George Bernard Shaw, who was, by then, a renowned sage, playwright and icon. A drunken, pompous guy cornered him at a party and launched into talking his ears off, trying to impress him with his knowledge.

“Wow!” Shaw finally exclaimed, “I think between you and I, we know everything there is to know!”

The guy, of course, was flattered. He puffed himself up and thanked the great man.

“Yes,” Shaw continued. “You know everything in the world except that you’re a fatuous bore. And I know that.”

Listen to people. Listen deeply without wanting to jump in to correct or add your own wisdom. Listen without butting in.

Listen to the meaning between the words, for the emotional need or source behind what is being said, in addition to the mere words.

Understand that women don’t talk to convey information the way men usually do. They often – very often – talk just to connect with you, to feel those verbal tendrils connecting their heart to yours, so that they don’t feel alone. What they say is often not as important as the fact that they are saying it.

So listen on both levels.

Be boldly present.

To do so, you need to quell your own need to be seen, appreciated and valued for your words.

Easier said than done.

But worth doing!

7. Boldly Clean Up Your Past

You’ve been a jerk. I’ve been a jerk. You’ve done people wrong and so have I. The thing is, there is a negative drag that old fights, disagreements and misunderstandings have on your energy. It pulls you down. It digs at your conscience.

Get clean as you can so you can plow forward at full steam. Many centuries ago, back in the 1960s, there was a movie called Love Story. And it’s big sales line was “Love Means Never Having To Say You’re Sorry.”

Well, that's bullshit, for starters. Love means you do step up and say you're sorry

And in fact, being Bold means that if you are sorry – fucking say you are sorry! Don't carry around the weight of the small person you *were*. If you realize you screwed someone over or were thoughtless and cruel – that hangs on you like fat. Shed it.

If that person then blows you off and doesn't accept your apology – well then, at least you tried - and you're clean.

I'm told that in the Islamic tradition, if you done somebody wrong, you have three days to apologize.

In the Jewish tradition, on Yom Kippur, the holiest day of the year, where you present yourself before God, such as God is, to see if you are worthy of another year of life, you can't be forgiven by the Big Guy until you first actually seek out anyone you think you might have wronged during the past year and seek their forgiveness first. What's more –you have to make up whatever damage you have done.

In America, that tradition has faded out, but when I lived in Jerusalem in my twenties, people would actually come up to me and apologize for things I didn't even realize required forgiveness!

I was impressed on one level. But when a dark suited young man came up to me and apologized and then rolled out my expensive road bike which he had stolen just before he became religious, I thought – hey, I really like this tradition!

It is hugely liberating to apologize to those you have hurt or wronged.

8. Boldly Take The Wheel

Grab the throne.

Not everyone is socially alpha – not everyone is leader of the pack.

But everyone - you, too – have the capacity and the right and the privilege of becoming what I call “spiritually alpha.”

That means you are the emperor of your life. Imagine a 3-foot circle around you. You are King of that realm. Utter and absolute sovereign. You do not seek approval or permission. Do you think women can feel that? You bet your ass they can.

It's your life. Not your father or mother's. Not your religion's, nor your country's. You make your decisions from your center.

Socially, be the hub of your life rather than a spoke on some other guys' wheels. Create your own social group, whether its an athletic group or a dinner club or a men's circle.

When you are the hub rather than the spoke, you gain the natural authority of the initiator, the leader, even if it's arranging a monthly dinner party!

The key -- don't wait for life to happen to you. Create it. Steer it.

Don't settle for being a spectator, but rather be a creator, an instigator, a collaborator.

What do you think women find more attractive?

Can you feel the heightened energy of just *thinking* about grabbing the bull by the horns and starting new shit in your life?

Learn the value of the word “no.” Many of the men I have taught are classic “nice guys.” They thought, or were taught, that the proper way to go though life was to please whoever asked to be pleased. To subjugate their own needs to others. They were taught that was “moral.”

Instead they were miserable.

I have given many of these men a simple practice. For 1 month, their job was to say “no” to anything anyone asked them. Didn't matter how

small or necessary the request were. “No,” they had to say, every single time.

Just to develop that muscle.

After they said “no,” then they were allowed to explain that yes, they might do what was requested, but only because they wanted to. And they were free to tell their requesters why they said no, why they were undertaking this practice.

I’ve heard of another practice where whenever anybody asks to a favor or to do something, you count three-Mississippi... and then choose your response.

Your life. Your way. Now.

9. Boldly Give Your Gifts

When people are depressed or feeling incapable, powerless or worthless, the best therapies to prescribe are (1) to control what they actually can control – what they put in their mouth, their diet and (2) to get them to help someone else, which releases them from the narcissistic inward spiral.

Because it just feels good to give.

In actuality both of those prescriptions are similar. Because while you cannot control what you “get” in this life, you can absolutely control what you give.

How you share your gifts is utterly up to you. It is a realm of absolute freedom – and the bolder you give, the freer you are.

In a poem ascribed to Hafez, the great mystic Sufi poet, it is written

*Even after
all this time
the Sun never says*

*to the Earth
'You owe me.'*

*Look
what happens
with a love
like that:
It lights the whole sky.*

You are the agent of your own life. You can offer jokes, a helping hand, a kind word, advice, money, a bite of your sandwich, your blood, your bodily organs – and if you do so without asking for or expecting a thank you very much, you will be as free as a man can feel.

Don't worry if other people appreciate you. Send flowers to your mom. Help buddies who are moving even if it's a pain in the ass. Do something unexpected and nice for women in your life without any expectation of return. Forward an article. Buy a book she might appreciate. Compliment a woman at work on how she looks in "that" color. Even if she's 64 years old and looks like a turnip.

The wonderful thing – you can give and give and give of yourself and never be diminished.

It's like an ancient riddle. The more you give your gifts to the world, the wealthier you become.

As you grow more profound and more free, you will find that gifts you give are more profound and more free.

The more you give of yourself, the more generous and giving the women you attract will be.

The more selfish you are, the more selfish the women you attract will be

Your call.

10. Boldly Get Accountable

It is a rigorous law among entrepreneurs and business leaders and high performance athletes and health nuts that you can't improve what you can't measure.

To be bold is to be boldly clear – about what your mind is or isn't doing, about the impact you are or aren't having, about the joy you are or aren't feeling.

The challenge, according to Darren Hardy, the publisher of Success Magazine...

"... is that you've been sleepwalking through your choices. Half the time, you're not even aware that you're making them. Our choices are often shaped by our culture and upbringing. They can be so entwined in our routine behaviors and habit that they seem beyond our control..."

"... if you want to get from where you are to where you want to be, you have to start by becoming aware of the choices that lead you away from your desired destination. Become very conscious of every choice you make today, so you can begin to make smarter choices moving forward."

Hardy is a brilliant, thoughtful, buoyant and rigorous man. In his book, *The Compound Effect*, which I recommend you read, he shows how you can learn to track every action you take in the areas of life you want to improve.

As he puts it, tracking...

"...is my go-to transformation model for everything that ails me. Over the years, I've tracked what I eat and drink, how much I exercise, how much time I spend improving a skill, my number of sales calls, even the improvement of my relationships with family, friends or my spouse."

His book is a primer on how to track what you are actually doing – and as such, it is a cleanser of self-delusion.

But there is a second element, forging and welcoming the “loving challenge” of trusted men in your life.

As Deida says in his necessary (if imperfect) read, The Way of the Superior Man...

“A mans’ capacity to receive another man’s direct criticism is a measure of his capacity to receive masculine energy. If he doesn’t have a good relationship to masculine energy (e.g. his father), then he will act like a woman and be hurt of defensive rather than make use of other men’s criticism.”

Having a men’s group of men who are rigorous and bold in their own lives, who test themselves and don’t soothe themselves by coddling unfilled fantasies forever – create this.

If you can’t find it in your area, find one online.

Challenge your mediocrity among men. Find men who won’t let you off the hook.

This is something only other men can do for you. There is a saying somewhere, I think it’s from Rumi, that you should beware the soothing words of your grandmother telling you that you are fine, that everything is okay...

There is a time for that. But too much of it, and you’re a wet rag of passivity.

When I teach a Boldness Code live workshop or coach men in any way I always begin with these two statements:

“I am not here to be nice. I am here to tell you the truth as I see it”

and...

"I am not here to be your friend. I am here to be your best friend."

Make sure, if you don't have a group of male friends, that you at least have one trustworthy "best" friend who dares to tell you the truth as he sees it, and from whom you boldly and eagerly dare to hear it – because you know it will refine you.

Deida calls this the friendship of "loving challenge" ...

"Choose men who themselves are living at their edge, facing their fear and living just beyond them. You should be able to trust that these friend will tell you about your life as they see it, offer you a specific action which will shed light on your own position, and give you the support necessary to live in the freedom just beyond your edge, which is not always, or even usually, comfortable."

We are not isolatos, to use Ishmael's word from Moby Dick. We need each other. We need to look to each other for inspiration and self-correction.

Dan Gable, legendary gold medalist wrestler writes about the mentality that makes a champion..

"I don't give up on kids that don't have it, but I have them surrounded by kids who DO have it. Without examples, it won't happen."

Refine yourself against men who dare to live boldly.

One of the reasons, I think it is essential for men to regularly practice a combat art – is that you can't hide from the truth. You perform or you get clobbered. Remember, boldness begins with being true to yourself.

"A fight, a prizefight, has some elements of... sporting fairness and clarity, there is a winner and loser. No surprises, no advantages other than what you bring inside your "business suit." But we invite the real world in – we ask

for damage...on some level you stop judging and thinking and instead feel in your bones, and connect to an older, primordial sense of spectacle. Fighting is... more than a sport, more than any other form of competition in modern society. It is about truth..."

- Sam Sheridan, The Fighter's Mind

Love truth.

Even when it hurts.

Especially when it hurts.

But love it.

11. Befriend Fear

Boldly harness fear.

Let it be your fuel.

Keep your eyes on the prize.

This is ancient wisdom. Musashi wrote about it in "The Five Rings."
Shakespeare put it...

*Cowards die many times before their deaths
The valiant never taste of deaths but once.*

And you can see this operating on the dating as well as the commercial floor.

The guy who goes out at night and does NOT boldly approach, boldly escalate, boldly innovate, take risks, get provocative and claim women the way I teach it in The Boldness Code Trainings, he dies over and over and over again as he watches other men swoop in and take those laughing, surrendering beauties away from him forever.

The guy who has a “great business idea” and never acts on it dies over and over every time he reads about someone else who started a business in his garage or apartment – like Daymond John, the founder of FUBU.

John is one of my heroes – a star of Shark Tank. I met him recently as we were waiting for our cars at the SLS in Beverly Hill and just walked up to him and embraced that man and told him I thought that his show should be obligatory watching for every young person in America.

Why?

Because contestants come to ask for money from the sharks – ask for investments in their infant businesses.

When you put your ass on the line, when you actually get BOLD and start building your own company with your grit and your money and your life energy – you cannot advance while dwelling in your own self-delusions. And the sharks cut through those delusions mercilessly.

I love that show because the contestants, small business owners – deluded as they sometimes arrive being – are often quick to pivot (Boldness Law #18) when the experienced Sharks show them a better way. They have overcome their own fears by getting their business started and now, here they are, exposed to ruthless critique on national television.

They feel the fear and do it anyway.

Mark Twain, as he often did, clever sonuvabitch that he was, put it best:

*“Courage is resistance to fear, mastery of fear,
not absence of fear.”*

That is an exquisite description of the Bold Man.

12. Boldly Feel Your Wounds

(And Open Through Them)

Men in our culture are taught, in subtle and unsubtle ways, to push through pain. In these laws themselves, I urge you to press through, to persist, to detach from your ego and keep your eyes on the prize.

But that is not the same thing as repressing your emotional reality. There are times when you note your emotional pain and you carry on, such as when you are in battle, or parenting, or serving a higher cause.

If you are in the heat of worthy battle, note your emotional pain, and if you need to set it aside for the moment, in service of your goal, then do so. But do not forget to dive deeply into your pain later.

Just as a boxer will fight on while cut, but will address his wounds between rounds, so too must you tend your emotional wounds.

One of the greatest truths of human neurosis was outlined by Carl Jung in what have become useful English rhymes:

*That which you resist, persists.
That which you repress, will express.*

There is great wisdom in these words. If you do not accept what is, and integrate it – it will persist in hounding you.

If you repress your anger, your hurt, your fear – it will express in some other way, worming out of you as alcoholism or rage abuse or depression.

Truth is bitch master. Truth doesn't let go.

And if you are a male in this culture, you are carrying shame and shadow.

It's okay. It's normal. It's what we are dealt. And the core to Bold living is facing it squarely, not resisting your shame and shadow, and integrating it into your wholeness.

You may have shame about your height, your lack of income, your lack of success with women, your imperfections of a thousand varieties.

What are you going to do about those? Cry? Complain? Lash out at others?

Or are you going to “embrace your shadow” – own that this too is part of your whole self and, nose-to-the-grindstone, expose your shadow to the light of truth and persist in the work of becoming the man you wish to be, living the life you wish to live – despite the fear. Despite the shame. Use it as fuel.

Now, listen...

This is not easy work. Of all the challenges of bold living I give you here, this is perhaps the hardest. It's FAR easier to approach a hundred women than to bring to light that part of yourself that you are ashamed of.

Until you do it.

Then it is liberation. And it is a feeling of freedom that is absolutely exhilarating. A kind of freedom you may never have experienced in your life.

I take this seriously in my courses and give you many practices in my Boldness Code Trainings. But you may also require a great therapist or teacher.

There is a second phase of this Law. It is not only to feel your wounds, and feel your pain – but to resist contracting into an emotional heart-clench and instead, fanning out into full heart-openness.

This is a phase beyond the necessary, “feel the pain and do it anyway.”

This is “feel the pain and open your body and your heart and radiate love and acceptance of all without holding back.”

This is a high goal, my friend. This is the story of Buddha who offered his body, piece by piece to the tiger mother. This is the level of sacrifice, best embodied by the powerful image of Jesus on the cross not closing his heart and asking for forgiveness for the Romans crucifying him.

This is not closing your heart in hatred, revenge, anger, self-pity no matter how much pain you feel.

This is Boldness taken to the highest spiritual level.

Don't worry, you don't have to do it today.

But I recommend you practice.

It is the ultimate freedom.

13. Boldly Speak The Truth

Sure, that's easy, you say.

Sure, I do that all the time, I don't lie, you say.

But the truth is that we rarely tell the truths that matter.

We are socialized to "if it's not nice, don't say it."

And of course, that helps us create communities and families that can work together.

But it is death to living boldly.

And no, sorry, sometimes you can't have both. Sometimes you can't live in a community with its social laws of acceptable behavior if you don't follow them. You have to choose what you most want. Sometimes it's

okay to go along. I'm not a dogmatist nor a fanatic. The choice is always yours to make.

Truth wakes people up. It wakes you up, and when you see it, when you speak it, when you "call out the elephant in the room," everyone actually gets liberated.

Which is not to say that everybody likes it!

Not everybody wants to be liberated into the truth. Most people prefer to hide from truth. They don't want to admit that they are unattractive, or imperfect, or unlikable in some ways, or not as "together" as they like to project into the world.

And of course, there is that "big" truth that nobody likes to face – death.

But that is where truth begins. Death, as David Deida has eloquently written, is permission to open freely as love.

As you live deeper into what is actually true – notably that you will die, and by the way, at a place and way that you do not know and probably can't control – you will feel more and more free to live boldly. And the ultimate freedom is as Deida describes it, "to open freely as love."

"A live lived well embraces death by feeling open, from heart to all, in every moment. Wide open, you can offer without holding back, you can receive without pushing away. Wide open, heart to all, you are openness, unseparate from this entire open moment."

- Blue Truth

Dare to speak the "blue truths" as they arise for you...

"I love you."

"You are afraid, and it's ok..."

"I am afraid right now..."

"I want to cut through all the masks you and I are putting up and really know each other, without fear or falseness..."

"I don't think part of you want me to see who you really are – but I think nothing would make you happier or feel more free or seen..."

Speaking the truth is liberating – not only for you, but for the people you encounter. I teach how to do this in my Boldness Code Trainings.

By speaking the truth, you not only get to experience moments of thrilling Boldness for yourself, but you give the person you are with the gift of feeling liberated into the boldness of truth herself.

14. Boldly Create; Never Complain

If you spend *one ounce* of your life complaining, you are playing victim and you are castrating yourself.

Victims are the antithesis of the bold.

Complaining is projecting your sense of inadequacy out onto the world.

The world owes you nothing – as my father told me many times when I was small. It's up to us to create our own worlds.

There's a great old piece of wisdom from Goethe, he who brought us the God-challenging striver Faust...

*Whatever you can do or dream you can, begin it!
Boldness has genius, power and magic in it.*

He's right. In business. With women. With anything.

As Richard Branson (as close to a whole hero as I have) wrote a book with his motto as the title: Screw it! Let's do it!

When you make a move – things tend to happen in your favor. If you write a book, people seek you out and pay you for your advice. If you paint a painting, people can buy it.

If you don't, they can't.

So too – if you go and approach 30 women a night boldly as I show in The Boldness Code Trainings (and learn from your experience, honing your skills), you will be better with women and will enjoy more women in your life.

If you actually write 20 women a night (as I started out doing!), you will learn what works, what voice of yours ignites what kinds of women.

If you begin a new practice of gratitude, of listening deeply when you are tempted to interrupt and give advice – you will engender new responses from women – and learn what actually turns them on.

If you just “read” about how to be boldly attractive to women and don't actually act on it, then you will advance little, if at all.

Act. Initiate. Do.

Don't worry about the consequences, it is the action that is the reward for now. It is you, launching yourself into your next level of mastery

Make requests, not complaints, as I discuss in Law #20.

If you need something from someone, ask for it directly. Don't whine or complain to them or others.

From this moment on – never complain again.

Change. Fix. Adapt. Or start elsewhere.

Act. Don't complain.

15. Boldly Penetrate

We mostly live on the surface.

We as, humans who need to eat and drink and shit and get along with others, tend to bounce along on the choppy waves of the ocean -- and miss out on the booming awe of the oceanic deeps.

... until we train ourselves to leave that all, and dive beneath.

Most people satisfy themselves with “small talk” – which has always seemed like a horrific activity to me.

Yes, small talk is a way to socialize yourself with someone, as when you start a business meeting or a date. You discuss the weather, your kids, the locale, how it was getting here....

And in these ways, you dissolve the “strangeness” of first meeting, like two animals sniffing each out for any hidden dangers or surprises.

If, on a date, a woman sits down in front of you and you ask “how was traffic” and she snaps back, “Don’t touch my eyes!” – the date is over.

But beyond that first common and necessary “smoothing out the road” learn to distrust small talk.

It keeps you small.

It keeps your vision small.

It keeps your boldness small.

Penetrate beyond and beneath the surface.

Describing the title of his towering book which is calls “a spiritual guide to life and death and love and sex,” Deida writes...

“Have you ever looked closely at a flame? The reds and yellows are easy to see, but deep in the center of the flame is blue. You can easily avoid the blue, miss it altogether if you

just look at the surface colors. But always blue is here, deeper than where your vision stops..."

See with your heart, not your eyes. Look beyond superficiality when seeing someone. Financial status, appearance, notoriety, breast-size - they all mean nothing.

Look for the authentic person inside, both in others and in yourself.

It's a warrior acuity. In writing his book on *The Fighter's Mind*, Sam Sheridan met a philosophical boxer who forced him to start looking in his eyes as they sparred. As this veteran taught it, this was the secret of the best boxers in the world. They "locked eyes."

"For the good guys, it's all in the eyes, I can't remember one, any top guy, without constant, vigilant eye contact... you learn to see through the veil."

His point that was before a man makes his move, it occurs first in his brain – and you can see it manifest in that split second before the punch comes.

There is an old saying that the eyes are the windows to the soul. Indeed, this "pugilistic sensibility" is close to what I advise you to develop so that you can be the man who penetrates beyond the veil – to see "into" the brain or the soul of others.

Women, by the way, will not only be amazed, they will be impressed – and grateful for finally being recognized by a man, for being something other than the surface of the woman that other men see, talk to and try to penetrate – and not with their minds.

To do this, you need to slow your breathing, quiet your mind, let go of your ego and genuinely "feel" the other person. This takes practice, and we practice it in *Boldness Code Live Intensives*.

Pick up guys, salesmen and hucksters of all types talk about "cold reading." That means you assess what's going on in someone by reading

their body language or offering a standard, vague insight that may or may not be true about them. The goal is to manipulate them.

I'm not talking about cold reading here, although that is the little brother to what I'm teaching you.

I'm giving you the opportunity to escape the cage of your "little self" and boldly FEEL other people in the depth of their reality. The cashier. The guy behind the glass at the gas station. Your mother. Your child. That scrumptious woman you've just met in line.

This, like every other excellence you are committed to attain, takes practice.

For now, start with this, from David Deida's Blue Truth (my favorite of his books. I think I've read it 10x)...

"You can practice... openness and deep heart-contact with everyone you love – in fact with everyone. Whoever you are with, look into their eyes. Feel through their mask or social face, and feel into their heart's desire; they want to open to connect and feel deep love, just like you do.

With whomever you choose, feel through their layers of habitual guardedness, their muscular tension, their lonely closure and protection. Without actually touching them, you can allow your heart to feel theirs. In hale and exhale love with them as if doing heart-to-heart resuscitation from a distance."

What he says is true. Everyone wants to connect, feel loved and accepted. And yet, everyone puts up armor to prevent that one thing they most desire.

And you wonder why we're a fucked up species!

That's why I say to be Bold means that you love through your wounds, love through your ego and needs, love people and love life no matter how big of an asshole people or life may be to you.

Don't take it personally.

And boldly see what is, regardless of the impact on you.

Dive deep beneath the surface of things and you will not become one of the "sheeple" treading along unaware of just how profoundly everyone hurts, how profoundly everyone yearns to be accepted and valued.

Bring this to women, and you will be felt as the powerful masculine presence you've always dreamed of becoming.

16. Be Boldly Humble.

"Humility is the way to build confidence."

- Frank Shamrock, MMA Champion

Arrogance is not Boldness.

Arrogance is the antithesis of Boldness.

Arrogance is love of your ego, imprisonment in your ego, flopping your inflated sense of self all over everyone else because you don't trust it.

It also blinds you.

When you are projecting yourself all over everyone else, you are not paying attention. You are not "attentive."

Be confident enough to be humble. Be able to laugh at yourself, acknowledge your flaws and failures, and accept that they don't define you.

Now listen. I'm not talking about false humility.

Golda Meir, a wise woman who became Israel's first female Prime Minister said, "don't be so humble, you're not that great."

I'm talking about real humility. Embracing that you are not perfect, that you do not need to "be" perfect and certainly that you do not need to "seem" perfect to others.

Women admire confidence and boldness. But they, for good reason, do not trust arrogance.

The ability to learn, to pivot (Law #18) to adjust and stay open to what is actually happening is a survival advantage. And women, at their primal core, are attracted to men who will help them survive.

Know yourself. Give credit to others.

It's the same in business. Jason Mendelson is the founder and managing director of the Foundry Group, where they cultivate new companies and leaders. He says...

"The difference between arrogance and confidence is self-awareness. The confident leader is self-aware of their customer's needs, their company's culture and the rapid changes that occur in their industry."

True humility begins with self-awareness. Mendelson says that the road to effectiveness and leadership is to stay humble. He offers these guidelines...

- Ditch the swagger: people want to communicate with people who are respectful and humble. Swagger, while mildly impressive to some, is a turnoff for most.
- Communicate: Information flows both ways, but you can't listen when your mouth is moving. The best leaders are the best listeners and know when to turn down the noise and make a move.
- Know the difference: Humility is knowing we're going to get kicked (and when we least expect it) and striving to get kicked differently each time. Arrogance is thinking that no one would ever dare take aim.

- Mind the line between confidence and arrogance and keep communicating.

Women don't trust men who swagger, talk over them, assume the pose of invulnerability and who lie to armor their sense of inadequacy.

Confidence is great. Confidence means you know your abilities. That's why the virtue is called "quiet confidence" and not "hysterical, shouty, loud confidence."

Know that whatever you achieve or learn, you are link in a long chain of achievements and wisdom. Add your own accomplishments but humbly admit that you stand on the shoulders of giants. Or midgets for that matter – as long as you give credit.

Humility keeps you true.

Sam Sheridan, in his book on the top ultimate fighters and performance sports champions' comments...

"I'm struck again how humble these guys are. How nice. How pleasant to be around. I used to think that it was a product of being great – that the truly great fighters learned humility in the process of becoming great. But suddenly I am struck with a "chicken or the egg" questions – which came first... Listening at length to (them)... I start to think that maybe it's the other way around., that you can't be great without humility. The most humble guys, who are the most open and willing to learn, are the ones who become the best."

Those are powerful words. They are confirmed by Frank Shamrock, MMA Champion...

"Ego is an evil thing. Confidence is important, but ego is something false. Humility is the way to build confidence, and ego is hugely dangerous in this sport, because if you're running on ego, you aren't running on good clean emotions, or cause and effect. You bypass it to support a false idea.... Ego is garbage."

Garbage in, garbage out.

17: Boldly Pivot

“Pivot” has become the recent catchword of start-ups who have one business plan then learn that their original plan sucks, it’s not working, that there are unexpected trends – and bold action needs to be taken.

They then “pivot” their strategy to serve what is working rather than when they thought would work.

It’s the same with you. You’ve got to pay attention to what’s working in your life and what’s not – and then pivot sharply even though it may mean challenging old comfortable habits and stepping into unknown territory.

By the way – that’s fun! To me, it’s one of the joys of life – to shift, to start anew, to barrel down that new path – to suddenly shoot off down the “road less taken by.”

Yes, persistence is a virtue. But persistence in service of a dumb goal or a failed strategy is a fool’s game.

Everybody who has read any evolutionary biology (or who went to high school) knows that women are hard-wired to be attracted to men who demonstrate strength.

Not just bodily strength but strength of character, strength of will.

Muscles draw women.

And I have a theory that your “pivot muscle” – your flexibility, your intelligence is increasingly the kind of strength that attracts women.

Why? Because brute force matters less in a world of laptops and drones.

How you succeed in our world, at least until the Zombie apocalypse, depends more on your honed intelligence and your ability to adjust and adapt – which is a really just a continuation of Darwinian selection – than on your ability to deadlift 600 pounds.

Intelligence is increasingly sexy.

Because intelligence allows you to assess what is real, and intelligence allows you to take an appropriate new course.

But intelligence is not enough. Intelligence without boldness will not see the truth. It will hide in self-delusion. It will cower in the crouch of “hope” rather than see things as they are.

Boldness clears the path so that your intelligence can see what is ahead.

Fear self-delusion.

Embrace the truth.

And adjust your behavior accordingly so that you serve your highest vision of how you want to live.

That’s the power of pivoting.

18. Boldly Discipline Yourself/ Boldly Persist

“Nothing destroys will like fatigue”

- Sam Sheridan, *The Fighter’s Mind*

If we are defining Boldness as moving through your fear and hesitations and resistance and obstacles to achieve your goals – no matter what – there is an image I want you to think about.

In many ways, it is the ultimate masculine image.

It's in almost every war movie, where the hero, or the hero's sidekick, in order to take the hill, or protect his buddies, or save his town, rushes forward, guns blaring, taking bullets in the gut, in the arms and legs as he fires – but he keeps on comin' on. He keeps firing. He does not let the bullets stop him until the town is saved, the women escape, the men let the message out to reinforcements.

He takes the bullets and persist toward his goal. This is the martyr image of masculinity that we all aspire to on one level. Maybe we don't lead in the gut, but we admire ourselves, and women admire us, when he take on a tough challenge – and take the bullets of life – but keep on comin' on till we achieve our high goal.

If it's in service to a crappy, egoic, selfish goal – not so inspiring. Not so attractive.

But in service to truly testing yourself, improving yourself, giving of your gifts so that you serve a woman, a community, your family, your employees in ways that nobody else could do in your place – that's hot.

Sometimes bullets will take you down. That you can't control.

But you can – to a large extent – control your mindset. And that's where your decision and commitment to Boldness comes in.

You've got to boldly break through your desire to go to sleep, to give up, to jump that vast chasm between shooting for your goal and settling for survival.

Freddie Roach is maybe the greatest boxing trainer in history. He talks about the end of his own boxing career, when he made this shift. He had never been hurt by anybody, but then he got knocked silly...

"I knew I could be knocked out and that changed my whole game. My attitude. Before that, I would go in reckless.... but now I know what could happen, and it made a huge dent in my fighting career. I wasn't fearless anymore. It put a question mark in my head."

His career went downhill, he fell into drink – but emerged as a canny and winning trainer, years later.

He contrasts his career to his greatest protégé, Manny Pacquaio.

“Manny, he’s been KO’d and he just says, “there’s always a winner and loser. Tonight just wasn’t my night; and that’s a pretty good attitude to have... It made him better. He learned from it. He knows it could happen.”

Roach muses that there is something about guys like Manny who grew up in extreme poverty. Without privilege, without expectation that things go right, they seem to be able to laugh off trouble and disappointment. Because for them, that’s part of the whole picture.

Dan Gable... “Breaking somebody is the goal. You get him to quit trying to win, he tries to survive.”

This relates to LAW #2 – Embrace Failure. I have men who write to me and say “I read your book, changed my online profile, and in three days, I still haven’t received a response from women!” They are angry. They are blaming. I ask them how many women they’ve written to, and they’ll say “well, four or five.”

Call me when you’ve written to 50 women and you’ve tested to see what you’ve done right or wrong. Call me after you follow up with these women and say, “hey, I’m always striving to grow and learn more about myself. I’m curious – and please tell the truth – I want the truth and I promise I won’t write you again or be hurt or angry – what about my profile didn’t appeal to you?”

Call me when you’ve been in the ring and taken your punches and learned from them and altered your style and you have not given up.

The handmaiden of persistence is discipline. If you want to hone your excellence, there are two stages...

The first is mental. It is visualization. It’s boldly imagining your path, your triumph, your win. You play it out in your head. Every great

athlete, every public speaker will tell you the same: you run through the process in your mind over and over and over so that when you hit the game, you've already "experienced" it before.

The second stage is practice. Repetition. Disciplined training. You put the hours in, you get the improvements. Whether it's basketball dribbling or approaching women in bars. There's no mystery here.

Discipline. Equanimity. Persistence.

One of the best articulations of what it means to persist in the face of resistance is Rudyard Kipling's poem, "*If*." It is also a primer on humility, level headedness, not giving away your power to others, not complaining – actually several of the 21 Laws of Boldness – but here I want you to read it closely and see how persistence and discipline makes it all work.

If

*If you can keep your head when all about you
Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,
But make allowance for their doubting too:
If you can wait and not be tired by waiting,
Or, being lied about, don't deal in lies,
Or being hated don't give way to hating,
And yet don't look too good, nor talk too wise;*

*If you can dream---and not make dreams your master;
If you can think---and not make thoughts your aim,
If you can meet with Triumph and Disaster
And treat those two impostors just the same:.
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop and build'em up with worn-out tools;*

*If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings,
And never breathe a word about your loss:
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: "Hold on!"*

*If you can talk with crowds and keep your virtue,
Or walk with Kings---nor lose the common touch,
If neither foes nor loving friends can hurt you,
If all men count with you, but none too much:
If you can fill the unforgiving minute
With sixty seconds' worth of distance run,
Yours is the Earth and everything that's in it,
And---which is more---you'll be a Man, my son!*

29. Boldly Ask For What You Want

There is a 2nd Century Rabbinic saying that asks – what can we learn from little children? The answer: they are happy for no reason in particular; they are never idle; and when they want something, they ask for it vociferously!

Yeah. Do like the little rug-rats.

As we grow, we think we have to fit in. We think we have to be noble, and deny ourselves our desires, even though we only have a few decades to live and imbibe this Earth and all the pleasures and all the depth of experience it offers.

So many people die incomplete. They've never lived the life they truly wanted to live. They've never loved as passionately they wanted to love. They never developed their gifts as deeply they never wanted to hone.

And they die unsatisfied. They die ungiven.

(I will explain the difference. In the first half of life, you tend to want to gain, absorb, “get experience.” In the second half, your deepest pleasure tends to be to in giving, releasing, gifting, teaching, returning, offering, releasing and savoring simply being. Pay attention to how much pleasure you feel doing each of these – and live them as boldly and thoroughly as you can. You decide which to give and when.)

Step one – decide on what you want (for now, because it will likely change).

Step two – measure it against what you think (for the moment) what you need to do, what you need to give before you die so you can die complete.

Step three – do it.

If you can't do it on your own – get support. If you need the funds, kickstart it. Work for it. Find out what of value you can do for people so they can fund your dream.

I remember when one of my favorite teachers was taking a group to the Amazon jungle to work with shamans on the heavy duty psychotropic entheogen, Ayahuasca.

I didn't know what it was. But I trusted this teacher, and I heard enough about what this mind-expanding "medicina" could do and what it's been doing for centuries and I decided I needed to go.

Thing was, I couldn't afford the 10K for the whole trip. So I walked up to him, let my absolute commitment to this experience was, and asked what we could do to make it happen.

We made it happen - for a fraction of that rate.

If you can't make it happen by dint of your own will, then ask for what you want – and don't flag. Don't give up.

Don't act privileged. Be humble. Be directed and fierce and let your commitment be felt. Will often makes the way. Don't expect other people to supply your passion for you or "understand" what you need.

Ask for it.

They can always say no.

So what? We'll all be dead in a few decades anyway.

And you can move to the next person and ask.

Be bold in both giving and receiving life's gifts.

You are your best friend, champion and supporter.

20. Boldly Let Go, Evolve

"If you continue this simple practice every day, you will obtain some wonderful power. Before you attain it, it is something wonderful, but after you attain it, it is nothing special."

- Zen master, Shunryu Suzuki

Never, ever, ever stop learning.

Find yourself great teachers, glean everything you can and outgrow them!

Then find your next teachers.

There is a great second century saying: "Who is wise? He who learns from everybody he meets." When you are learning, growing, evolving, you won't grow bored with yourself and women won't find you static and dull.

When you are learning what excites you, what enthuses you now – you will vibrate with an energy that women feel. When you share your enthusiasm, women will feel you as dynamic – as going somewhere.

As... interesting.

En-thusiasm = en- theus – literally god-inside. Think of your enthusiasm as you being driven by the divine spark – I don't need to put a name and a beard on this concept.

I am talking about the life force. Whatever it is that drives the shoot up through the earth and Earthlings up to the moon and beyond.

The force that through the green fuse drives the flower

*Drives my green age
That blasts the roots of trees is my destroyer....*

So begins one of the most powerful poems I've ever read, so much so, I named my first film company for it, "Greenfuze Productions."

There is DYNAMISM in this universe, a motivating energy, forces that drive proteins to organize and create life and complex systems. When you learn, when you self-evolve, you are getting on that freakingly exciting life train.

When you grow static, become lazy or self-satisfied, when your ambition to strive to be deeper, better, kinder, wider open in your consciousness and compassion, bolder – you sit there like an energetic blob.

Men come to me all the time and ask me to teach them to make women attracted to them.

My first question is always the same:

Why *should* a woman be interested in you? Why *should* a woman surrender her time, mind and body to you? Where can you take her? What can you reveal to her? How can you teach her?

What do you got to offer her?

What makes you exciting to her?

You know what the real answer is?

The quality of your dreams and ambitions. The degree of your fierce commitment to those dreams and ambitions. How you boldly challenge yourself. How you boldly feel the reality of others. How you boldly ask for what you want, take the wheel of your life,

That's right – the 21 laws of Boldness. THAT's what turns them on.

But wait a second, some guys say. Women want the fancy car, the fancy title, the nice threads.

Sure – there are women who are largely driven by security, who want to latch onto a monied man like a lamprey latches on to a shark and start sucking him dry.

Security is important to women.

But you know why quality women are drawn to men who make a lot of money?

Because men who make a lot of money – no matter what their initial talents or advantages, lacks or disadvantages – *have uncontrovertibly made their will boldly felt in the world.**

They have figured things out and applied their persistence, their innate intellectual and emotional intelligences and demonstrated boldness in one form or another.

Boldness is sexy. The ability to make your will felt in the world through your efforts is sexy. That is the mark of a dynamic man – not only vibrating with sexual magnetism but also supplying the hope of security that most women evolutionarily desire.

How do you stay bold? How do you consistently evolve?

You can't force yourself into it forever. I mean, you can, but you will be a clenched, angry, self-hating motherfucker.

You've got to love the process of growth. You've got to love the *process*. Like the cliché says, you've got to value the journey over the destination. You've got to let go of your self-recrimination and enjoy the dance!

Damn it, boy, you've only got a few years here, so why waste it in self-recrimination, anyway.

Marcelo Garcia is one of the most graceful killing machines in martial arts. He is also known as "maybe the nicest guy on Earth" according to

Sam Sheridan, who writes about him in the *The Fighter's Mind*. As Marcelo tells it,

"Why do I beat a lot of people? Because I love it so much, that's why. Everything about Jiu Jitsu, I love it – the school, the mat, the ring. I always believe that. Maybe I am not better than my opponent, but I know for sure I love my training more."

"I love my training more" - those are beautiful words.

When you apply any of these 21 Laws of Boldness, the more you can love that process, that "training" of yourself to break open into a fuller, bolder, more free, more expressed, more giving and powerful presence of man - the more you will succeed in attaining your vision of life.

Again, maybe your vision is to bed 1000 women. Maybe it's to build an orphanage. Maybe it's to escape the family cycle of self-destruction and addiction that you were born into.

I don't care. I don't judge.

You are on your own path – and only you can know what feels fucking BOLD to you. Only you can know when you are settling for 2nd or 3rd of 100th best. Only you can know when you are living the moment as boldly as possible.

I want to end on those important words... "living the moment."

Because I hate concepts like "pre-destination," and "original-sin." They label. They imprison. They limit.

So too do most labels. And I don't want you, now that you have learned these Laws – these jailbreaks, these explosives – to breaking out of timid living and loving, I don't want you use them to beat yourself up because you're not a "Bold" man.

You're already reading. You're already on the path. Your desire is there, otherwise you would not have made it this far.

There is no such thing as a “bold” man and a not bold man. It is a continuum. And your task, your privilege is to choose boldness – moment-by-moment, literally breath by breath.

You act with boldness in the moment or you don’t.

That’s it.

The next moment is the next moment. Choose then, too.

Love your training.

As Aristotle said, “we are what we repeatedly do.” Soon, choosing boldness, staying in the arena, refusing to give up, continuing to learn from great teachers including the teacher of experience itself, you will feel yourself to be bolder than you were before.

Women will sense it. They will allure to you.

Men will sense it. They will trust you, even if they don’t know what’s coming next.

Even if you don’t.

But best of all, as you evolve into a bolder man – you will come to trust - and like, even love – yourself, more than you ever have before.

And you will grow free.

21. Infinite Boldness

There is a realm of boldness that takes is an absolute challenge to your idea of “you” as I alluded to in the first chapter.

This law is so important, and such a shift into utter freedom, that I am going to deliver it to you separately.

So that you give it the attention it deserves.

There's plenty for you to absorb above.

Put that to work, first.

Then I will walk you into a new landscape.

Author's Note:

Do you feel good? Inspired? Ready to kick some ass?

I hope so. It is my intention to move you, to motivate you, to wake you up to the man you can be.

And, true to my own values about boldness, I welcome your feedback. Let me know what you found valuable in the book by emailing support@adamgilad.com.

Also, if you feel as if I missed something that men would learn from, or if you feel I got something wrong, let me know at that e-mail.

I welcome your wisdom.

I salute you on your journey and I wish you your best life,

Adam Gilad

RESOURCES:

BOOKS

I have included this short glossary of resources for you in case you want to do further reading on any of the above issues.

The Art of Learning - by Josh Waitzkin, world chess wiz, black belt and leader in the field of Accelerated Learning.

Blue Truth – by David Deida. Simply one of the most profound and transformative books you will ever read on life, death, sex and women.

Deep Attraction Online – by Adam Gilad. My essential guidebook on how to write a profile that attracts women online in a language that they “feel” in their bodies and their bones.

Deep Erotic Mastery – by Adam Gilad. My guide series on how to be the best lover a woman ever had – from simple and straightforward verbal, manual and body technique to the deepest spiritual penetration practices to raise your sexing to an entire new level. At www.DeepEroticMastery.com

The Fighters Mind: A Look at the Mental Strategies of Fighters, Extreme Athletes and Those On the Edge - by Sam Sheridan. Harvard educated fighter Sheridan interviews top performers in hardass competitive sports to discover the “mental edge” that makes a man #1.

The Four Agreements – Don Miguel Ruiz. A fundamental primer on authenticity and excellence.

The Four Hour Chef – Tim Ferris This book by Tim is not only about cooking for maximum vitality and taste, but about how to become the

“chef” of your life. Also, **The Four Hour Workweek** and **The Four Hour Body**. I know Tim. He is the real thing. He is fierce in testing everything he writes about.

Heart, Smarts, Gut and Luck - by *Tjan, Harrinton, Hsieh*. Part research, part science, and part introspection exercise, this book will help you understand your personality and decision-making traits.

How To Get Rich – Felix Dennis, CEO of Dennis Publishing. Hilarious, frank, no-holds-barred on how to make shit happen and make it rain.

Losing My Virginity – Richard Branson. Love, love, love this man. Bawdy, fearless, generous of spirit, visionary and fun-loving badass who owns his own Caribbean Island. This guy has LIVED. A role model

Man’s Search for Meaning – this book should be required reading for every person alive. The diary and analysis of psychiatrist Viktor Frankl on his imprisonment at Auschwitz and how, at core, we find our will to live.

The Mastery of Love – by Don Miguel Ruiz. So that you remain a dreamer and not a predator. There is freedom to be found within.

Outliers – by Malcolm Gladwell. Yup. 10,000 hours to become a master. Read it and start practicing!

A Path with Heart: A Guide Through the Perils and Promises of Spiritual Life by Jack Kornfield. This man is not only a clear and humorous writer, but a deep spiritual practitioner. The peace that emanates from him in his words, his audios and his workshops and retreats at Spirit Rock, in Marin County is unmatched, in my experience. If you want to explore how boldly you can feel, how boldly you can experience compassion, empathy and love of all beings – read this.

The Power of Habit - *Charles Duhigg* Why we end up doing so much that we don’t want, and why we don’t accomplish what we think we want.

Romancing The Shadow - by Steve Wolfe. Steve is not only a friend and neighbor of mine, but his book is about the best out there on finally and truly integrating the parts of you you'd rather not see into your healthy sense of whole self.

Screw it, Just Do It – Richard Branson.

Talent is Overrated: What Really Separates World Class Performers From Everyone Else - Geoffrey Colvin. Of all the books I gave to my son during his high school years, he said this one had more impact on him than any other. It is a primer on the need for discipline and practice.

The Way of the Superior Man – David Deida. Haven't read it? Read it.

Movies

Fight Club – especially for the scene with the Korean Grocer. It's a psychotic mind-trip, yes, but it is about stripping away the dead-sheep veneer of your masculinity. Don't kill anyone after you watch it.

A Clockwork Orange – a fierce and fascinating meditation on violence, will, individuality and social order

Vicki Christina Barcelona – if only for the scene where Javier Barden approaches Scarlett Johansson. That is "direct approach" at its most open, authentic and awesome.

The Unforgiven – my favorite movie on the masculine archetype discussed in the section on Persistence, above. Clint at his pre-chairwhisperer best.

Life is Beautiful – the bold decision to make the best out of a hellish nightmare situation.

Harry Potter – the series. Yeah. That kid opposed Voldemort, for fuck's sake. If that's not bold, what is? Watch how his boldness creates allies who come to his side.

Web Sites

ApproachConnectInspire.com – this is my blog for men. My weekly thoughts and lessons, full of tips, practices and resources for being successful with women.

TimFerris.com - Always fascinating. Always inspiring. Always well researched.

TheJoeRoganExperience.com – I love this guy. His openness, humor, curiosity, low tolerance for bullshit and genuinely kind heart are an almost daily podcast pleasure for me.

Comedians

I used to co-own and host National Lampoon Radio. So I got to know a lot of the comedians who now have their own TV shows. But there is a class of comedians who I call Truth Tellers. They are BOLD and they inspire me to tell and live the truth boldly. And crack up along the way. They are cleansers for all the falseness and blather that fills our brains and our airwaves. They each have channels on Pandora, which is free on your mobile device.

Doug Stanhope

Joe Rogan

Bill Hicks

David Cross

George Carlin

Sam Kinison

Jon Stewart

Louis CK

Margret Cho

Bill Maher

Chris Rock

Damn, this list makes me happy.

**** Send me any books or resources (including movies, comics, web sites) that inspire you to live more boldly!***